

# Megan Pawlowski

## Creative Strategist @ Capital One // Xogler

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Creative Strategist and growth marketer adept in developing and executing marketing campaigns to drive demand and revenue growth. Collaborate with cross-functional teams to align strategies, measurement, and messaging.

### WORK EXPERIENCE

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#### Capital One

January 2025– Present

Principal Marketing Associate, Creative Strategy, Growth Marketing

Washington, DC

Engineered a first-of-its-kind influencer creative bench, driving a \$6.7M annual NPV increase through iterative creative refreshes and performance-led content strategy.

- Lead creative direction and content strategy that drive measurable conversion outcomes across YouTube, Display (GA/DV360), Pinterest, Reddit, and TikTok. Manage large budgets and complex testing agendas.
- Create social content (copy, scripts, visual direction) and guide stakeholder alignment and approvals, alongside Talent Brand & Insights.
- Develop detailed project plans, timelines, and workflows to ensure alignment across creative, marketing, and cross-functional teams. Manage project intake, prioritization, and resource allocation for creative initiatives.
- Lead the full storytelling pipeline from ideation to narrative architecture to creative asset development.
- Develop detailed project plans, timelines, and workflows to ensure alignment across creative, marketing, and cross-functional teams. Manage project intake, prioritization, and resource allocation for creative initiatives.
- Lead and shape creative direction for high-production initiatives such as streaming spots and full-funnel shoots. Manage messaging around celebrity assets. Partner with production teams to ensure storytelling consistency and a clear throughline from ad creative to landing experience. Facilitate brainstorming and creative review sessions to ensure ideas are strategically aligned and deliver on objectives.
- Translate performance data, audience insights, and testing results into actionable creative direction and optimization hypotheses (utilizing incremental data as well as last touch attribution). Partner with analytics teams to measure creative effectiveness and apply insights to future campaigns.

#### Google

January 2024– November 2024

Creative Strategist, Account Manager

Washington, DC

Planned, executed and scaled digital marketing campaigns for Google's 2024 elections team (WAS-04) on YouTube, Display, and Search resulting in over \$600m in revenue (largest marketing budget in election history).

- Oversaw end-to-end campaign execution across creative, operations and analytics teams to ensure on time and accurate launches. Designed and executed extensive creative, brand lift, and A/B testing to understand drivers of conversion and revenue. Partnered with Brand & Insights to ensure creative was insight-backed, consistent with the Employer Value Proposition, and optimized for performance.
- Drove cross-functional alignment with agency partners, clients, sales, and analytics teams to test, learn, and iterate – continuously improving creative impact and efficiency.
- Worked with quantitative and qualitative data teams to deeply understand the audience and use cases to inform strategy, rollout decisions, optimizations, and measurement.

#### Capital One

March 2022 – January 2024

Senior Creative Strategist, Growth Marketing Team

Washington, DC

Amassed >10 million users for Capital One Shopping's browser extension. Rebranded and relaunched the Capital One Shopping App, which is now ranked #5 in the app store for top free shopping apps.

- Developed paid digital creative strategy to drive growth of Capital One Shopping's app and browser extension.

- Managed agencies and partners, managed ongoing spend strategies and plans, budget, and pacing. Owned and managed a complex brand budget (\$20m/year) and tracked spend levels across channels (Email, YouTube, Display, Search, META, UAC, Native, TikTok, Twitch, YMail, Discovery, ROKT, and Capital One's mobile app.). Ensure narrative consistency across channels.
- Conducted extensive A/B testing. Designed the strategy and operating model for rapid testing across messaging, creative, channels, audiences, and product entry points.
- Built and refined creative frameworks and best practices that could scale across markets and verticals while maintaining brand integrity and performance rigor.

**The Patient Access Network Foundation** (*Healthcare nonprofit*)

**December 2019 – March 2022**

Creative Strategist, Digital Marketing Manager

Washington, DC

Developed PAN's digital creative strategy, raising over \$2.7 million dollars to serve more than 8,500 patients during the COVID-19 pandemic.

- Developed and led PAN's first ever creative growth strategy on Search, META, and email. Led, managed, and mentored a team of eight marketers. Lead point of contact for agencies for marketing work.
- Managed creative projects to ensure successful delivery of various marketing efforts. Implemented paid digital campaigns on Search and META to maximize reach and impact. Manage creative workflows and agencies, ensuring efficiency, quality, and alignment with PAN's brand guidelines.
- Developed PAN's first advocacy grassroots program from scratch amassing over 12,100 newsletter subscribers in less than a year - using email marketing campaigns, SEO optimization, and paid and organic social media pushes.

**GMMB** (*Omnicom Group*)

**July 2018 – December 2019**

Account Executive/Digital Project Manager

Washington, DC

Developed paid digital creative strategy for political candidates leading cross-functional initiatives from ideation to execution. Managed paid campaigns on YouTube, Display, Search, META, and TV.

- Wrote business proposals, scripts, and social media toolkits for paid advertisements on social media and TV. Pitched storyboards and digital creatives, including gifs, video mockups and microsites.
- Managed paid campaigns across multiple platforms, optimizing for engagement and results. Oversaw content creation, ensuring alignment with brand guidelines and client objectives.
- Analyzed campaign performance and provided data-driven insights.

**The Center for Strategic and International Studies**

**January 2018 – July 2018**

External Relations Intern

Washington, DC

Developed organic and paid social media creative strategy for all social media channels. Amassed over 500k followers on Facebook and 50k followers on Instagram. Analyzed paid digital growth campaigns using Google Analytics.

**EDUCATION**

**University of North Carolina at Chapel Hill, Chapel Hill, NC**

Bachelor of Arts – Communication, 3.5 GPA

**AWARDS**

**Capital One** - Recipient of the Efficiency Award for implementing new creative processes.

**SKILLS & OTHER**

**AI:** AI-driven personalization, ideation, creative versioning, and performance analysis